

## ABSTRACT

An end user is connected to a content provider application relating to a broadcast visually or audibly observed by the end user. The broadcast may be adapted to include a code, may include a broadcast prompt associated with a code, or may simply be associated with a broadcaster that is associated with a code. Code information associated with the code that uniquely identifies a broadcast station is received at a hub site. Time date information corresponding to the time and date of the broadcast may also be received at the hub site. Based on the received code information and time date information, the application is identified. The end user is connected with the identified application.